

# Severe Thunderstorm Watch

DATE: Thursday, November 13, 2025

LOCATION: Hawke's Bay Region, NZ

## Event Description

Severe Thunderstorm Watch is a premier severe-weather event in the region. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** severe-weather

**Importance Rank:** 86/100

**Expected Attendance:** 10,000 people

**Event ID:** Va4JUMK2rCgFe8KRUP

## Hotel Demand Indicators

**ADR Impact Index:** 8.8x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 4,000 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*